



Memorandum

TO: { COMMENTS * MERGEFORMAT } Historic Landmarks Commission
FROM: Courtney Damkroger
{ FORMTEXT } { FORMTEXT }

SUBJECT: HP02-015

DATE: August 22, 2002

JOSE THEATRE SIGNAGE CHANGE

APPROVED:

DATE:

BACKGROUND

The applicant, Comedy Club of San Jose, LLC, is requesting an Historic Preservation permit to allow modifications to the existing marquee sign of the Jose Theater, City Landmark #HL91-53, located on the east side of S. Second Street, approximately 140 feet south of E. Santa Clara Street (62-64 S. Second Street). The site is located in the A(PD) Planned Development Zoning District and the General Plan designation is Core Area Commercial.

ANALYSIS

The applicant proposes to remove the two neon “Jose” signs that are directly above the existing marquees and replace them with two neon signs reading “Improv”. The new lettering will be the same color as the existing Jose sign, and the Jose blade sign would remain. No other changes are proposed for the sign.

The applicant has indicated that, “The Jose signs will be protected and placed in secure storage.”

The proposed new signage will consist of 2’ high letters extending 13’ in length above each of the existing marquees. Letters will be open-pan channel letters with exposed neon, similar to the existing Jose signs. The letters will be mounted to an exposed raceway, which also duplicates the original signs. The depth of the letters will be 5”, with the entire sign, including the raceway, measuring 12” in depth.

The proposed signage change was presented at the July 31, 2002 Design Review Subcommittee Meeting. The synopsis of that agenda item follows:

The Improv Theater representative presented a photo simulation of the proposed neon signage. The existing Jose blade sign will remain. The Jose neon box signs, which sit on top of the marquee, will be replaced with new Improv neon box signs in rose to match the existing Jose signage. The historic Jose neon box signs will be wrapped and stored by the Redevelopment Agency.



The committee felt that the use of the Improv logo was appropriate for the re-use as long as the overall size of the sign was the same, and the blade sign above was left in place.

The Secretary of the Interior's Standards for Rehabilitation, Standard # 9 and #10 apply and read as follows:

Standard #9: New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale and architectural features to protect the historic integrity of the property and its environment.

Standard #10: New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

Planning staff believes that the proposed new signage meet Standards #9 and #10. The sign proposal is differentiated from the historic building. The Improv name clearly differentiates the new signage from the older Jose signage. The signage is also differentiated by the unique lettering styles. In addition, the new sign appears to be removable without impairing the integrity of the structure.

RECOMMENDATION

Planning staff recommends that the Historic Landmarks Commission support the modification and forward comments to the Director of Planning.

Courtney Damkroger
Historic Preservation Officer

Attachments

{ FILENAME \p * MERGEFORMAT }

Filename: HP02-015 HLC SR.doc
Directory: C:\WINNT\Profiles\SAdvani\Desktop\HLC-sep
Template: E:\Program Files\Microsoft Office\Templates\Normal.dot
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Subject:
Author: Susan Quierolo
Keywords:
Comments:
Creation Date: 08/22/02 2:46 PM
Change Number: 5
Last Saved On: 08/26/02 1:32 PM
Last Saved By: CDamkroger
Total Editing Time: 40 Minutes
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Number of Pages: 2
Number of Words: 529 (approx.)
Number of Characters: 3,016 (approx.)